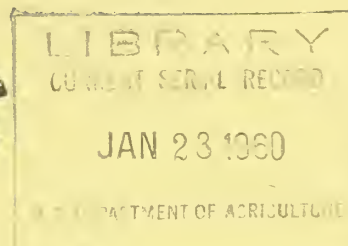
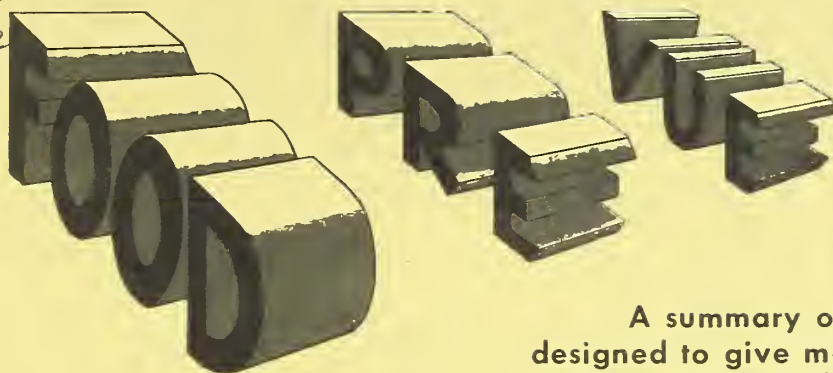


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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Reserve



**A summary of the food outlook especially
designed to give maximum advance information
to food editors to help them plan food features.**

U. S. Department of Agriculture
Agricultural Marketing Service

January 15, 1960
F P - 34

MEAT:

- Beef.....Total first quarter 1960 production may dip slightly from the same period last year, but output of grades which generally go into retail channels will be close to last fall. Fed cattle slaughter will continue large but the relatively low rate of cow slaughter will limit supplies of lower grades.
- Pork.....Producers plan a spring pig crop of 52 million head, if average size litters materialize. That would run 11% below last spring's pig crop but would be almost the size of the 1958 crop.
- Lamb.....Since mid-summer sheep and lamb slaughter has been significantly greater than a year earlier. As last year's lamb production was up only 2%, this winter slaughter is expected to be below last winter.

POULTRY:

- Broiler-----Smaller supplies are in prospect for first half 1960, compared with 1959.
- Fryers
- Turkeys.....Favorable returns to growers in recent months may encourage them to increase production over the 1959 record of 82 million birds.
- Eggs.....Indications point to smaller supplies the first half of this year than a year earlier, because of a reduced flock.

DAIRY:.....Milk production is now increasing seasonally and will continue its upward trend until the spring flush season is reached.

FRUITS:

- Citrus.....Winter supplies of oranges and lemons will be larger, but grapefruit output slightly smaller than last season. Early, midseason and Navel oranges---estimated at 68.5 million boxes---run 4% above last season and 13% more than average. Production of late season oranges is up 2% from last year. Valencias---estimated at 64.4 million boxes, are about 2% above last season's production. Grapefruit crop is now estimated at 42.8 million boxes, or 2% less than the previous season. Florida tangerines are placed

at 3.3 million boxes, which is a sizeable 27% below both the previous crop and average. Florida limes--estimated at 300 thousand boxes--run about one third greater than last season's crop.

Frozen Orange

Juice.....Packer's stocks on December 26 stood at 17.7 million gallons, or more than double the 7.5 million gallons on hand at the end of 1958.

Cranberry.....Supplies of cranberry products continue heavy, from the
Products record large 1959 crop.

VEGETABLES:

Fresh.....Supplies of winter vegetables are expected to be about 9% above a year earlier and some 7% above average. More cabbage, carrots, lettuce, cucumbers, snap beans, cauliflower, eggplant and broccoli are expected, but considerably less celery, tomatoes, green peppers and spinach than last year.

Potatoes.....Winter production--now estimated at 3,464,000 hundred-weight--is around 14% below last winter and 17% less than the 10-year average. But sweet potato supplies for winter and spring marketing are moderately larger than last year.

Processed.....Supplies of canned vegetables for marketing into mid-year will probably run about the same as a year earlier, but frozen vegetables will be a little larger. Stocks of canned green peas and sauerkraut are considerably below last year, while tomato juice and tomato products are probably below last season's high level. These declines, though, may be largely offset by substantially more sweet corn, moderately more snap beans than a year earlier. In frozen vegetables, supplies of asparagus, lima beans, cauliflower, sweet corn and mixed peas and carrots are slightly to moderately below a year earlier. But holdings of green peas and snap beans are moderately larger, and spinach much greater than a year ago.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

BROILER-FRYER PROMOTION Winter
GOOD BREAKFAST MONTHS February - March
NATIONAL PEANUT WEEK March 6 - 12